

ABSTRACT

This research examines the effect of innovation strategy towards operational performance of manufacturing companies in Sulawesi. Dimensions of innovation strategy are leadership orientation, process innovation, product innovation, and implementation of innovation. Operational performance is measured by using productivity, volume of production defect, warranty claims cost, quality cost, and full on time delivery to consumers. Data collecting was conducted through questionnaires, which consisted of 63 respondents. Data is processed with multiple regressions. Results of this research indicate direct significant effect among the dimensions of innovation strategy to the operational performance of manufacturing companies. But not all of them have an effect on operational performance of the manufacturing company. Process innovation, product innovation, and implementation of innovation give significant effect to the operational performance. Leadership orientation does not give significant effect to the operational performance of the manufacturing companies in Sulawesi.

Keywords: *innovation strategy, operational performance, manufacturing*

ABSTRAK

Penelitian ini menguji pengaruh strategi inovasi terhadap kinerja operasional perusahaan manufaktur di Sulawesi. Dimensi strategi inovasi adalah orientasi kepemimpinan, inovasi proses, inovasi produk, dan pelaksanaan inovasi. Kinerja operasional diukur dengan menggunakan produktivitas, cacat volume produksi, biaya garansi claims, biaya kualitas, dan pengiriman tepat waktu secara penuh kepada konsumen. Metode pengumpulan data dilakukan melalui questionnaires, yang terdiri dari 63 responden. Pengolahan data dilakukan dengan regresi berganda. Hasil penelitian ini menunjukkan pengaruh langsung yang signifikan antara dimensi strategi inovasi terhadap kinerja operasional perusahaan manufaktur. Tapi tidak semua dari mereka mempengaruhi kinerja operasional perusahaan manufaktur. Proses inovasi, inovasi produk, dan implementasi inovasi memberikan pengaruh signifikan terhadap kinerja operasional. Sementara orientasi kepemimpinan tidak memberikan pengaruh yang signifikan terhadap kinerja operasional perusahaan manufaktur di Sulawesi.

Kata kunci: *strategi inovasi, kinerja operasional, manufaktur*